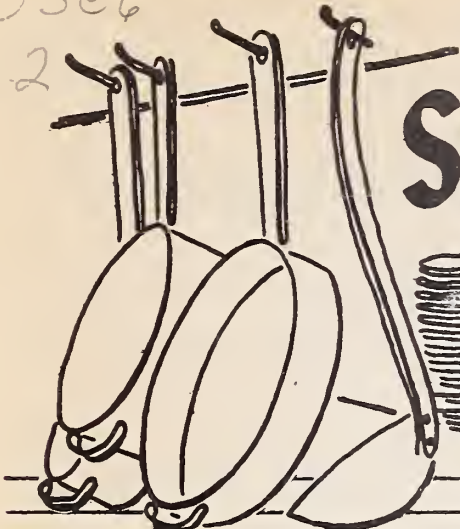


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SERVING MANY



Combining INDUSTRIAL NUTRITION SERVICE

Food news for individuals and groups promoting nutrition education, and for food service managers in industrial plants, restaurants, hospitals and hotels.

WASHINGTON 25, D.C.

NO. 10

APRIL 1946

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FIGHT

Famine!



Let's ALL Help

From the very beginning of World War II we have had as one of our primary objectives the prevention of death by famine. President Truman said on his return from Potsdam in August 1945: "Unless we do what we can to help, we may losewhat we won."

Well....we've defeated the enemy. Now it's up to us to safeguard what we fought for.

We've been asked to join in the battle against hunger-- hunger that threatens the lives of millions of fellow human beings in war-devastated areas of the world. The sacrifices on our part will be small. The gains will be immeasurable.

We've been living -- since Pearl Harbor -- in a period of "campaigns". BUT THIS IS MORE THAN A CAMPAIGN. It is a voluntary program to save the lives of our fellow men. In an atomic era, unless we have that spirit of brotherhood, we cannot hope to survive!

In the words of the President's Famine Emergency Committee: "To avert hunger, we cannot fail to meet this call. If we fail we shall see a world of disorders which will paralyze every effort at recovery and peace. We shall see the death of millions of fellow human beings. Guns speak the first word of victory, but only food can speak the last word of peace."



With this issue, the heretofore separate publications, -- INDUSTRIAL NUTRITION SERVICE and SERVING MANY--are combined under the latter title to bring you the best features of both in a single packet.

Contents of the former publication are contained under the heading "Industrial Nutrition Highlights," page 3, and features of SERVING MANY are found under the heading "Food Service News" on page 6. Your opinions and suggestions on this merger will be very much appreciated.

SERVING MANY is published by

UNITED STATES DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Food Distribution Programs Branch
WASHINGTON 25, D. C.

Industrial Nutrition

For Editors
of Plant Publications

HIGHLIGHTS

War declared on famine!

The biggest news story in Washington today is the appeal by the President's Famine Emergency Committee for a finish fight against the most cruel of the Four Horsemen -- Famine -- now riding relentlessly across the war-scarred lands of Europe and Asia.

Five hundred million people are potential victims, and the next 4 months, before the harvests, will be the most critical period for them. Americans alone have the means and resources to carry them over the hump and, despite the immensity of the task, we can do it with a minimum of sacrifice. As a matter of fact, the job can be accomplished largely by eliminating one of our native extravagances -- the full garbage pail. Americans throw away the richest garbage in the world.

here's where we stand

Because of the effects of the war and severe droughts, world food production per capita has been cut 12 percent below the prewar average. In continental Europe, which normally imports 10 percent of its food, production is 20 percent per capita below prewar levels. Drought in French North Africa has cut food output to half that of prewar -- turning an export area into a deficit area. Drought has sharply reduced crops in South Africa. The wheat crop in Argentina is two-thirds of the prewar normal--the second short crop in a row. The Far East will have less than one-fourth as much rice for export to deficit areas as before the war. Food output in Japan is three-fourths of prewar output. Production is below average in Australia, India, China, Manchuria, Formosa, and many parts of Latin America. Russia has stepped up

food production but it is still below prewar.

Only recently has the picture of the world-wide food crisis been brought to focus. Everyone knew it was serious, but reports coming in early this year revealed that drought damage was worse than anyone had expected, that more of the world's food had been consumed during the first half of the crop year than had been anticipated, that our own stocks of some commodities--particularly wheat--had disappeared faster than we had expected, and that some countries had underestimated their needs or overestimated their ability to meet them.

The favored position of the United States becomes more clearly apparent when we realize that our daily food allowance has provided about 3400 calories per person. The urban population in half of Europe is existing on less than 2,000 calories while in some areas there is less than 1,500 calories a day per capita available.

And all of us can help.



The foods needed most in the anti-famine campaign are wheat and fats. By making minor reductions in our intake of these products and by eliminating waste we can make enough of these foods available to save the people of Europe and Asia from starvation.

what we can do

We can all take these immediate steps:

1. Conserve. Cut waste. Eat 40 percent less foods made from wheat. Eat 20 percent less fats and oils; cook with "used" fats. Contribute excess fats to the salvage drive. Use plentiful foods such as potatoes, poultry, eggs, fresh fruits and vegetables.

2. Contribute foods suitable for shipping to collection drives being conducted by UNRRA and official war relief agencies -- and groups cooperating with them.

3. Produce and preserve foods by increasing farm production, growing victory gardens, and home food preservation.

to start things off

President Truman announced, on February 6, a 9-point program to supplement the record food shipments for devastated countries:

1. Campaign to conserve food, especially bread--by consumers, retailers, and bakers.

2. Stop the use of wheat and limit the use of other grains for alcohol and beer. Saving: 20 million bushels of grain by June 30.

3. Extract more flour from wheat (80 percent instead of 72 percent) and limit distribution of flour. Saving: 25 million bushels of wheat by June 30.

4. Control inventories of wheat and flour.

5. Provide rail priorities for wheat, corn, meat, and other essential foods.

6. Control exports of wheat and flour.

7. Export 365,000 tons of fats and oils, 1.6 billion pounds of meat, and increase exports of dairy products, particularly cheese and evaporated milk.



8. Provide additional shipping for food to Europe and for movement of Philippine copra (for coconut oil).

9. Conserve grain used for feeding livestock.

the worker's part

American workers and their families constitute a considerable percentage of our population. Every ounce of essential foods that they save will be a material contribution to the famine campaign. Here are some specific suggestions:

Conserve food, especially bread. Cut waste to the bone! America still throws away the most edible food of any country in the world. It is estimated that 5 percent or one slice out of every loaf of bread baked every day goes into garbage.

Cut down on the use of wheat products, such as bread, macaroni, spaghetti, breakfast cereals, pies, cookies, cakes!

First of all, buy 40 percent less of these commodities. Then use all you buy.

Bread, for example, can be conserved by keeping it cool and moistureproof. Use stale bread for toast, croutons, puddings, or bread crumbs. In place of bread, eat other cereals like oats and cornmeal. A serving of oatmeal equals a thick slice of bread, in food value. Instead of baked desserts, such as cakes, cookies, and pies, use fresh fruits, custards and other puddings made without flour or fat.

If every American will save two slices of bread a day, that will be enough to give 20 million starving people their daily bread for the next 6 months.

fats and oils needed

Fats and oils are desperately needed! They're needed for food to maintain a minimum level of health -- and they're needed for soap to fight diseases now rampant throughout Europe and Asia. Here's what all of us can do:

1. Buy less shortening, lard, and buy butter and margarine for table use only.

2. Make use of every ounce of "used" fats (extra fat on meat, bacon fat, meat drippings, and chicken and other poultry fat).

3. After the fat can no longer be used, turn the re-used fat in to your butcher or grocer for salvage.

Grow a Garden! Use the succession-planting method. Concentrate on things that you can can, dry, or preserve.

we won't suffer

American consumers will not be making a real sacrifice as a result of the food conservation program. The new "emergency" white bread looks and tastes almost the same as before; it is enriched up to the same standards and is nutritionally just as good if not better. Eat potatoes instead of wheat bread for one meal a day -- the caloric value of one potato and a slice of bread are similar. Poultry and eggs can be used instead of the scarce meats. It will not hurt most of us to cut down on fats, for many of us have been consuming twice as much as we need for minimum health standards.

Eating more fruits and vegetables grown in Victory gardens will improve the average worker's diet. The American people can eat better meals this year than before the war -- even after they take all the steps requested to help save the lives of starving people abroad.

Add oats-- subtract wheat!

Current supplies of oats available for food in this country are larger than they have been in several years. So, eating a little more oatmeal and a little less bread is one way Americans can save the wheat needed to avert starvation abroad.

Oatmeal is a highly nourishing grain food. Only the fibrous hull and adhering portions are removed in milling, leaving the entire kernel with its germ and other vitamin-rich and mineral-rich portions as food.

Oatmeal contains calcium and iron; the B vitamin thiamine; and protein for body tissue building and repair. When a bowl of oatmeal is served with whole milk, or when oatmeal is used in cookies containing egg, or when oatmeal is added to a meat loaf, the proteins of the oatmeal supplement the animal proteins.

Oatmeal may be used also in place of some of the wheat flour to make highly nutritious yeast bread, muffins, and biscuits.



FOOD SERVICE

News

For Food Service Operators
and Dietitians

Food service establishments fight famine, too!

The campaign against famine isn't just a household battle. Operators of industrial food services, restaurants, hotels, and other institutions have also been asked to do their part in the conservation of fats, oil, wheat and wheat products.

To make a maximum contribution to the program, food service operators have been urged by the Famine Emergency Committee to carry out the following 20-point conservation program:

1. Discontinue during the emergency abroad the use of toast as a garniture with meat, poultry, eggs, and other entrees.

2. Discontinue the practice of placing baskets of rolls and bread on dining room tables. A single roll or slice of bread should be served with the entree, and later as requested.

3. Eliminate the custom of trimming toast and sandwich crusts.

4. Substitute open sandwiches for many closed or two-slice bread sandwiches.

5. Use white potatoes or sweetpotatoes in place of certain wheat and rice garnitures.

6. Use single crust or open pies in place of two-crust pies whenever practicable.

7. Serve corn and buckwheat cakes in place of wheat cakes where possible.

8. Offer oatmeal breads, cakes, and cookies as alternates for products made from wheat.

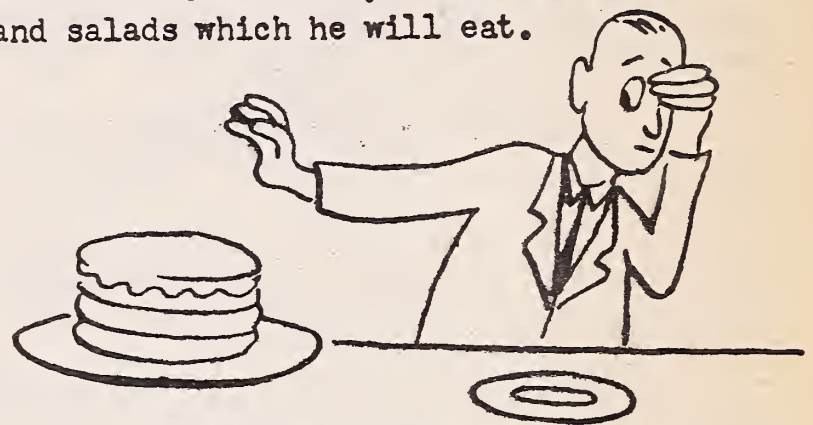
9. Reduce the size of the rolls, the thickness of toast and bread. Bread size could be reduced by not filling the pans as deep as at present.

10. Substitute fruits and other desserts for pastries and cakes whenever practicable.

11. Limit the number of crackers in individual packages or served with soup, cheeses, and other foods.

12. Eliminate three-layer cakes for the period of the emergency.

13. Induce customers to order only what is needed. Wherever side dishes are included in a meal, the customer should request only those side dishes and salads which he will eat.



14. Use boiled dressings instead of oil dressings on salads wherever possible.

15. Use alternates for wheat cereals wherever possible.

16. Encourage reuse of food fats and grease salvage.

17. Develop methods for saving and using the ends of bread, many of which are wasted at the present time.

18. Carry back all economies to employees' meals. Employees should cooperate to the same extent their customers are asked to cooperate.

19. Boil, bake, or broil rather than fry fish to save fats.

20. Eliminate the serving of extra dressing for salads already prepared with oil or dressing.

This program was developed by representatives of the food service industry at a recent meeting in the U. S. Department of Agriculture.

Pay envelope messages

Industrial establishments may make a big contribution to the Famine Emergency programs by adopting food conservation programs in their own plant food services and also by encouraging the cooperation of workers in the plant cafeterias and in their homes.

An effective method of reaching workers is the pay-envelope insert - a small printed message urging workers to help fight famine by saving and sharing wheat products and fats, and by using more of the abundant foods such as poultry, fish, eggs and fresh fruit and vegetables. The effectiveness of this approach has been proved over the years in other campaigns.



Bakers asked to help

The Famine Emergency Committee has enlisted the aid of bakeries and bakery departments of food service industries in the war against starvation. Here's a 5-point program with emphasis on "conservation" recommended to the industry by the Famine Emergency Committee:

1. Reduce by at least 10 percent the weight of bread and bakery products.
2. Feature smaller weight and size loaves wherever practicable.
3. Slice bread thinner to provide more slices per loaf.
4. Offer partial loaves of bread for sale as a waste-preventing measure.
5. Save flour, fats, and oils by avoiding spoilage and waste.

New "dark" bread not dark

The first loaves of bread made from the new 80 percent extraction flour in the baking laboratory of the U.S. Department of Agriculture proved an agreeable surprise to those gathered for a glimpse and taste. The bread was made under commercial baking conditions. The bread was not the "grey" or "dark" color expected by many persons. It had a slightly creamy cast but actually differed little in looks from the loaf made with the standard enriched white flour. Many of the tasters could detect no difference in flavor or texture. Others thought the new bread had a slightly more wheaty flavor. Cooking tests are now in progress for the home use of the new flour.

USDA cafeteria cooperates

The U. S. Department of Agriculture's cafeteria system, which feeds an average of 8,000 Department workers every day, has adopted a special 10-point "save and share" program in support of Famine Emergency Committee's campaign. The program is three-pronged, involving special conservation measures in the kitchens, menu alterations, and printed appeals to patrons at point of service.

The Department's cafeteria system includes 3 cafeterias, 2 lunchrooms, and several mobile wagons. It is operated by the U. S. Department of Agriculture Welfare Association, a nonGovernment organization.

a little goes a long way

If every man, woman, and school child in the U. S. reduced the use of bread by three slices a day in the home, almost three-fourths of a million tons of wheat would be freed for shipment overseas in the next 90 days.

A teaspoon of fat a day saved by every man, woman, and school child in the U. S. will mean a total saving of at least a million pounds of fat a day.

MENUS

for Special Lunches

Oatmeal and corn products will be more plentiful than wheat products. Learn the many ways these good and nutritious foods can be served as cereals, made into breadstuffs, or used in desserts.

White potatoes, cauliflower, fresh citrus fruits, eggs, chickens (fowl), turkeys (toms), fresh and frozen fish, are expected to be abundant in most food markets during April. Use these foods frequently as alternates for scarcer ones.

Adjust your menus to the Famine Relief Emergency by following the Committee's suggestions. The menus given below conform to the recommendations of the Department of Agriculture and the Restaurant Advisory Committee. They are planned to meet a 50 to 55 percent raw food cost at a moderate selling price; to utilize abundant foods; and to be economical of labor hours in both preparation and service. Asterisks indicate foods in national abundant supply.

Scalloped ham and potatoes* 1/
Green beans (season with bacon drippings)
Crisp carrot sticks
Oatmeal muffins with butter or fortified margarine (or other spread)
Fresh fruit compote or 1/2 grapefruit
Milk

Vegetable soup
Stuffed egg* salad, garnished with cauliflower, sliced tomatoes, and green pepper rings
Rye bread with butter or fortified margarine (or other spread)
Baked custard-rice pudding
Milk

Roast shoulder of pork
Scalloped potatoes*
Fresh greens (season with drippings or minced ham)
Corn bread with butter or fortified margarine (or other spread) 5/
Soft custard over orange* segments
Beverage

Stewed Chicken*
Parsleyed potatoes
Steamed broccoli (season with salt and chicken fat)
Radishes and celery hearts
Enriched bread with butter or fortified margarine (or other spread)
Chocolate cornstarch pudding with top milk
Beverage

Frankfurters with mustard
Hot potato* salad
Tomato wedges, radishes
Enriched rolls with butter, fortified margarine, or other spread
Fresh orange* custard 2/
Beverage

Braised chicken with spiced apples 3/
Parsleyed potatoes*
Tossed green salad with French dressing
Rye bread with butter, fortified margarine, or other spread
Caramel blanc mange 2/
Beverage

Egg cutlets 4/
Baked potatoes*
Cauliflower*, shredded carrot, and green pepper salad
Whole-wheat bread with butter, fortified margarine, or other spread
Crumb pudding 2/
Beverage

Braised liver with tomato sauce
Creamed new potatoes*
Grapefruit* salad with endive or leaf lettuce
Corn muffins with butter, fortified margarine, or other spread
Ice cream or sherbert
Milk

See footnotes on page 9

Corn meal mush with crisp bacon strips
or thin slices grilled ham 5/
Cabbage and carrot salad with cooked
dressing
Enriched bread with butter, fortified
margarine or other spread
Fruit cup with oatmeal cookies
Beverage

Pot roast of beef
Oven-browned potatoes*
Steamed cauliflower* with chopped pars-
ley
Oatmeal bread with butter, fortified mar-
garine, or other spread
Prune whip with custard sauce
Milk

Salisbury steak with chili sauce
Steamed potatoes* in jackets
Green cabbage slaw
Rye bread with butter, fortified marga-
rine, or other spread
Baked cup custard 2/
Beverage

Baked fish* with herb sauce 1/
New potatoes*
Steamed carrot strips
Enriched roll with butter, fortified mar-
garine, or other spread
Baked fresh rhubarb 2/
Milk

Baked fish-fillets with lemon* slices
Mashed potatoes*
Sliced tomato and green pepper salad
Whole-wheat bread with butter or forti-
fied margarine (or other spread)
Orange* sherbert
Milk

Meat loaf with horseradish sauce
Parsleyed potatoes*
Corn muffins with butter, fortified mar-
garine, or other spread
Fresh fruit salad
Milk

Fish* cakes with egg* sauce
New potatoes* in jackets
Green asparagus or peas
Caramel bread pudding 5/ Beverage

- 1/ See "Making the Most of Meats in In-
dustrial Feeding".
- 2/ See "Saving Sugar in Industrial Feed-
ing".
- 3/ See February 1946 issue of "Serving
Many".
- 4/ See March 1946 issue of Serving Many.
- 5/ See March 1946 issue of Serving Many.

sho-card suggestions

On page 12 of this issue you will find a number of sho-card and poster suggestions relating to the Famine Emergency Program which you may be able to adapt for use in your establishment.

The sho-cards (A, B, D, E, F, and G) are designed for use at the point of service. The poster (C) may be hung on any prominent wall space where it can be seen by the cafeteria line.

The poster should be at least 12 by 19 inches in size or larger. The sho-cards may be prepared in any size up to about 5½ by 8 inches.

For poster copy, we suggest you highlight the major points of your establishment's food conservation program.

Card F is suggested for use near cake, pastry and pie displays. Card G may be adapted for spreads or dressings, and Card E is suitable for either wheat or fats and oils products.



RECIPES

Corn Bread and Corn Muffins

Ingredients	Amounts for	
	100 pcs.	500 pcs.
Corn meal, yellow or white	3 lbs.	15 lbs.
Flour, enriched	2 lbs.	10 lbs.
Salt	3 ozs.	15 ozs.
Baking Powder	2 ozs.	10 ozs.
Sugar and sirup (cane or corn) 8 ozs. of each	1 lb.	5 lbs.
Eggs	10	1½ doz.
Milk, evaporated ^{2/}	1½ lbs.	7 lbs.
Water, cold	1½ pts.	3½ pts.
Shortening or drippings	1½ lbs.	3 lbs.

Yield: 100 2-ounce muffins or 100 pieces corn bread 2" by 2", 1" thick.

Method:

1. Sift the flour, baking powder, sugar and salt together twice and put into bowl of mixing machine.
2. Add the cold water to the evaporated milk.
3. Beat the eggs until light and add to the milk.
4. Melt the fat and add it to the egg-milk mixture.
5. Add about one-half of the liquid mixture to the corn meal, mix and beat at low-speed just until blended.
6. Add the last half of the liquid to the corn meal and beat just until moistened, and blended but not smooth. Avoid overmixing as this toughens the corn bread.
7. Dip the mix, with No. 16 automatic scoop, into greased muffin tins filling them two-thirds full.
8. Bake muffins (or corn bread) in hot oven at 400° to 425° F. for 20 to 25 minutes.

^{2/} May use fluid or restored dried milk allowing 5 ounces powder to each 1 quart water.

Corn Meal Mush with Bacon ^{1/}

Ingredients	Amounts for	
	100 por.	500 por.
Corn meal, yellow or white	6 lbs.	30 lbs.
Water, boiling	6 gal.	30 gal.
Salt	3 ozs.	14 ozs.
Bacon, sliced (or salt pork)	5 lbs.	25 lbs.
Sirup: maple, cane, or corn	1½ gal.	7 gal.
Yield:	100 6-ounce servings;	1 strip bacon; and 2 ounces sirup. Use for main dish at breakfast or lunch.

Method:

Corn Meal Mush

1. Add salt to the boiling water. Sift the corn meal slowly into the bubbling water, stirring with a wire whip rapidly until it begins to thicken.
2. Simmer until the corn meal is thick and smooth, or about 30 minutes, stirring occasionally.
3. Pour the corn meal mush into loaf pans which have been rinsed out with cold water, and chill for 4 hours or longer until firm.
4. Turn corn meal loaf out of pan onto cutting board. Slice it crosswise 1/2 inch thick. Cut the slices in half if desired.
5. Fry on a griddle, greased with bacon fat.

^{1/} Hominy grits may also be used for fried mush.



Baked Bacon

1. Lay slices of bacon (or salt pork) on baking sheet close together keeping slices in straight lines.
2. Bake bacon in oven at 400° F. for 10 to 15 minutes or until a light straw color.
3. Drain fat from bacon into clean tins and save for cooking purposes.
4. Lay bacon strips on clean baking sheets covered with absorbent paper to drain. Keep bacon warm to make it crisp.

Caramel Bread Pudding 5/

Ingredients	Amounts for	
	100 por.	500 por.
Toast or toasted stale bread cut into 1 inch cubes	2 lbs.	10 lbs.
Milk, evaporated 3/	12 lbs.	60 lbs.
Water, boiling	1½ gal.	7½ gal.
Sugar and dark corn sirup (half and half) 4/	3 lbs.	15 lbs.
Eggs, beaten lightly	24 eggs	12 lbs.
Salt	2 ozs.	8 ozs.
Vanilla	2 ozs.	8 ozs.
Yield: 100 4-ounce servings.		

Method:

1. Cut toasted bread into 1 - inch squares.
2. Mix evaporated milk and water and scald the mixture.
3. Beat eggs, add sugar, salt, corn sirup, and vanilla.
4. Put the toast squares into greased pudding pans.
5. Pour the scalded milk slowly over the egg mixture and blend with a wire whip.
6. Pour milk and egg mixture over the bread, filling the containers three-fourths full.
7. Bake at 325° F. for 1 hour, or until the custard is set.

- 3/ May use fluid milk, or dried milk which has been restored by adding 5 ounces dried milk to 1 quart of cold water.
- 4/ Use one-half brown sugar, dark corn sirup, or maple sirup.
- 5/ Vary for chocolate bread pudding by adding 1 pound of cocoa to the sugar.
- 6/ For raisin bread pudding use 3 lbs. of washed, seedless raisins sprinkled over the bread.

This is an excellent way to utilize stale bread or leftover toast.

Braised Chicken*

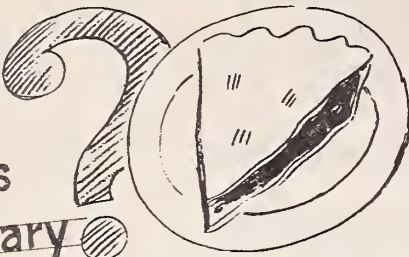
Ingredients	Amounts for	
	100 por.	500 por.
Fowls, weighing 4 to 5 pounds each	75 lbs.	375 lbs.
Flour	2 lbs.	10 lbs.
Salt	5 ozs.	1½ lbs.
Pepper, white	2 tsp.	3 tbsp.
Cooking fat	1½ lbs.	7½ lbs.
Water	4 qts.	5 gal.

Size of portion-6 ozs. (including bone).

1. Singe the chickens, wash thoroughly in cold water and draw. Rinse carefully.
2. Cut chickens into 2 breast portions, thighs, and drumsticks.
3. Reserve the backs and simmer them for use in creamed chicken, sandwiches, or salad. Use chicken stock for sauce or gravy. Clean the livers, hearts, and gizzards and use in "giblet" dishes or chop for giblet gravy.
4. Mix flour and seasonings together. Roll pieces of chicken in flour mixture.
5. Brown chicken in the hot drippings.
6. Add the water to the browned chicken, cover, and cook in moderate oven (325° F.) from 1½ to 2 hrs., or until chicken is tender.
7. Remove the cooked chicken; thicken drippings with a flour and water paste, and add chicken stock or water to make gravy. Cooked and minced giblets may be added to the gravy if desired.

* "Making the Most of Meats in Industrial Feeding"

Are these calories necessary?



SAVE AND SHARE

A.

SPARE A FEW CALORIES, MISTER?



SAVE AND SHARE

B.

HELP FIGHT FAMINE

- _____
- _____
- _____
- _____

Let's all get behind the Famine Emergency Program

NAME OF COMPANY _____

C.

Just one please



SAVE AND SHARE

D.

Just one, please... leave one for HIM



SAVE AND SHARE

E.

THIS and BREAD TOO?

SAVE AND SHARE

F.

Go easy!



SAVE AND SHARE

G.